



### INCUBATION IN THE NEWS...

- *High School Entrepreneurs Promise to Save Millions for Schools*, NY Times- [CLICK HERE](#)
- *4 Rules for Networking and Promoting Yourself Online*, Open Forum- [CLICK HERE](#)
- *How to Prepare to Launch Your Start-up*, Inc. Magazine- [CLICK HERE](#)
- *TechTown Broadens Focus from High Tech, Bridge*- [CLICK HERE](#)

### Workshop: An In-Depth Guide to Incubator Funding Opportunities

Friday, Nov. 11, 2011

9 a.m. – 4 p.m

Securing financial support is a key aspect of running a successful incubator. During this workshop, industry veteran Sandra Cochrane will provide detailed information about how to get funding for an incubation program from both the public and private sectors.

Cochrane, who has helped a number of clients write grant proposals, will explain various types of public and private grant funding and how to increase the chances of success in submitting an application.

The types of grant sources she'll cover include:

- Federal (EDA, USDA, HUD, etc.)
- State (State EDA, Workforce Development, etc.)
- Local (incentives, LDFA, brownfield redevelopment, etc.)
- Business community funding
- Foundational funding/philanthropy

She will provide an in-depth explanation of how to best prepare for and execute a successful funding campaign. Specific topics she will cover include assessing community support for an initiative, developing a case and rationale for the campaign, creating an effective presentation, and presenting the opportunity for investment.

See the Michigan SBTDTC website for more information: [www.misbtdtc.org](http://www.misbtdtc.org)

### Community College Awarded Grant for Entrepreneurial Education

SCOTTVILLE - West Shore Community College is one of 11 community colleges nationwide to receive an "elevator" grant award of \$9,000 for its entrepreneurship education program.

The grant, which is awarded based on describing a new educational venture in a three-minute pitch that could be given to a potential investor, has become one of the hallmarks of the annual National Association for Community College Entrepreneurship (NACCE) conference, held last week in Portland, Oregon.

Colleges attending the conference have three minutes to outline their plans to the board and staff of the Coleman

Foundation, which funds the grants, with the selected winners receiving a check at the end of the conference.

The grant money will be used to financially support the efforts in designing an advertising campaign to create awareness of the region's entrepreneurial resources and to facilitate business workshops geared toward entrepreneurs. "Receiving an elevator grant is a huge asset to NACCE members and I believe they are now more important than ever because our region's economic situation would benefit greatly by increasing the availability of entrepreneurship educational opportunities at the college," said Julie VanDyke, Project Manager of WSCC's Entrepreneurship/Incubator Initiative.

### Starting Block Successes

The Starting Block, Inc. (SBI) just celebrated their fifth anniversary as West Michigan's regional kitchen incubator and entrepreneurial center. SBI has assisted 59 new businesses in preparing for and receiving Michigan Department of Agriculture & Rural Development (MDARD) licenses to produce food products for sale in the marketplace. Working with SBI, under the guidance of Michigan State University (MSU) Product Center, recipes have been produced, packaged and labeled for sale. Many new jobs have been created and businesses are growing with the help of the Starting Block. Every day there are phone calls from people who want to follow their dreams to become an entrepreneur and get "how to" information from the Starting Block. For more information, check out the website: [www.startingblock.biz](http://www.startingblock.biz).

### Best Practices Released!!

The final report and findings from the national study of business incubation best practices, *Incubating Success*, is officially released to the public. A link to the project website is below, which includes electronic versions of the report, report appendices, a link to the web-based tool for incubation practitioners, and the project brochure.

<http://edaincubatorool.org>

For more information on MBIA or to submit information in the next *MBIA Monthly Bulletin*, please contact our Operations Team at: [michigan.incubation@gmail.com](mailto:michigan.incubation@gmail.com)